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U. S. Department of Agriculture

MUMLOGUE



From

DALLAS CHRYSANTHEMUM FARM

BELTLINE ROAD

ROUTE No. 1

SEAGOVILLE, TEXAS

Phone Seagoville 3328

INTRODUCING —
The Dallas Chrysanthemum Farm
The Mumland of the Southwest

OUR PURPOSE

To provide you Southern growers with the finest in chrysanthemum rooted cuttings suitable for the South and Southwest. Our experience of growing mums in the South has proven to us that the varied conditions of this area need special consideration in the culture of chrysanthemums. Our aim is, therefore, to work closely with experimental agencies in the South in order to pass on to you, our customers, the benefits of such endeavor.

OUR EXPERIENCE

We are new to you, but not to the propagation of chrysanthemum rooted cuttings. Our grower has been connected for over twenty years with the Geneva Floral Company in Geneva, New York, proven chrysanthemum propagaters, and he comes to us with this invaluable experience. However, his experience has not been limited to Northern culture alone, for he has done experimental work for three years right here in the Southwest.

Furthermore, we have been in close contact with recognized specialists in the field of chrysanthemums in order to keep up to date with the latest findings in the field. We are prepared, therefore, to offer you clean, healthy, well-rooted cuttings, with which, we are confident, you will be well pleased.

YOUR OPPORTUNITY

THE DALLAS CHRYSANTHEMUM FARM now offers you the very thing you've been looking for: Southern grown mums which cost you less, yet maintain that same high quality which you want in your chrysanthemums. And when we say "cost you less" that's exactly what we mean, for they cost you less per cutting and they cost you less for shipping since they are grown nearby.

BE WISE. ECONOMIZE WITH DALLAS MUMS.

YOUR COOPERATION

Our success in this progressive program depends largely upon you. Your order, whether large or small, will enable us to bring better mums to a progressive South and Southwest. Mail us your order for DALLAS MUMS today.

Sincerely,

GEORGE D. SALSGIVER, JR.

INSTRUCTIONS FOR OUR CUSTOMERS

WHEN TO ORDER:

Order now. We can deliver your order more promptly if you order early.

HOW TO ORDER:

Quantity: Order each variety in multiples of 25.

Substitutions: When ordering indicate clearly if substitutions will be acceptable.

Shipping Date: Must be specifically stated (for example, May 1).

PRICES:

2500 cuttings and more.....	\$3.50 per 100
500-2475 cuttings.....	\$4.00 per 100
100-475 cuttings.....	\$4.50 per 100
25-75 cuttings.....	5c per cutting

DISCOUNTS:

5% discount for cash with order.

2% discount for cash within 10 days from date of invoice.

TERMS:

All orders 30 days net, unless other arrangements are made in advance.

DELIVERY:

All shipments will be sent express collect, unless otherwise requested.

CANCELLATIONS:

Cancellations must be received before cuttings have been shipped.

NO GUARANTEE:

We have bloomed every variety and have taken the utmost care to keep the varieties true to name, but we give no warranty for the crop expressed or implied, since the success of the crop depends upon the grower.

CARE UPON DELIVERY:

If your cuttings are wilted upon arrival, dip in cool water and let them stand a few hours before planting.

OUR LOCATION:

Driving from Dallas, go 15 miles out the New Kaufman Highway to the Beltline Road, turn left one-third mile to our farm.

OUR PHONE: Seagoville 3328

POMPONS, SINGLE AND ANEMONE VARIETIES

Size of flower is indicated by S—Small; Int.—Intermediate; L—Large.

Types are abbreviated as follows: Pom—Pompon; Dec.—Decorative; Sgl.—Single; Anem.—Anemone.

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

D—Indicates varieties most suitable for disbudding.

YELLOW

	<i>Name and Description</i>	<i>Size and Type</i>	<i>Pinching</i>	
			<i>Date</i>	<i>Matures</i>
S	Yellow Irene. Light lemon yellow.....	Short, S. Pom.	July 8	Oct. 15
S	Rodell Improved. Light lemon yellow.....	Short, Int. Pom.	July 8	Oct. 20
S	Golden Spray. Deep lemon yellow.....	Med., Int. Pom.	July 12	Oct. 23
S	Gold Coast. Deep lemon yellow.....	S. Pom.	July 14	Oct. 25
S	Yellow Dot. Yellow, bronze center.....	Med., Int. Pom.	July 12	Oct. 25
S	Yellow Arcadia. Pernet Yellow.....	Med., Int. Pom.	July 16	Oct. 28
S	Yellow Daisy. Deep lemon yellow.....	Med., Int. Sgl.	July 16	Nov. 1
SD	Mary Lennon Hall. Lemon yellow.....	Tall, Int. Pom.	July 16	Nov. 1
D	Yellow Sea Gull. Light lemon yellow.....	Tall, Int. Pom.	July 16	Nov. 1
	Barcarole. Golden yellow.....	Int. Pom.	July 20	Nov. 5
S	Nuggets. Light lemon yellow.....	Short, S. Pom.	July 19	Nov. 5
S	Helios. Deep yellow anemone.....	Tall, Int. Anem.	July 19	Nov. 10
	Pixie. Deep golden yellow.....	Med., S. Pom.	July 19	Nov. 10
SPD	Yellow Beauty. Golden yellow.....	L. Pom.	July 19	Nov. 10
S	Princeton. Deep orange.....	Med., Int. Dec.	July 22	Nov. 15
SD	Yellow Fellow. Deep lemon yellow.....	Med., Int. Dec.	July 22	Nov. 15
D	Goldsmith. Golden yellow.....	Med., Int. Dec.	July 28	Nov. 25
	Sunnyside. Golden yellow.....	Med., Int. Pom.	July 28	Nov. 25
D	Yellow Supreme. Buff yellow.....	Med., L. Anem.	Aug. 2	Dec. 10
	December Gold. Deep golden yellow.....	Med., Int. Dec.	Aug. 4	Dec. 15
	Yellow Garza Supreme. Lemon yellow.....	Short, Int. Anem.	Aug. 7	Dec. 15
	Vibrant. Deep lemon yellow.....	Med., Int. Dec.	Aug. 7	Dec. 20
	Yellow Snow. Deep lemon yellow.....	Med., Int. Pom.	Aug. 7	Dec. 30

BRONZE AND RED

	<i>Name and Description</i>	<i>Size and Type</i>	<i>Pinching</i>	
			<i>Date</i>	<i>Matures</i>
	Roman Bronze.....	Tall, Int. Pom.	July 12	Oct. 20
S	Adelaide. Dark reddish bronze.....	Med., S. Pom.	July 12	Oct. 23
S	Firebird. Dark reddish bronze.....	Med., Int. Dec.	July 12	Oct. 25
	October Bronze. Light bronze.....	Med., Int. Sgl.	July 16	Oct. 28
S	Red Daisy. Deep red.....	Med., Int. Sgl.	July 19	Nov. 5
D	The Titan. Scarlet crimson.....	Med., L. Anem.	July 19	Nov. 10
SD	Bronze Masterpiece. Rosewood bronze.....	Med., Int. Pom.	July 22	Nov. 15
S	Red Princeton. Brazil red.....	Med., Int. Dec.	July 22	Nov. 15
	Catherine. Light reddish bronze.....	Med., Int. Dec.	July 25	Nov. 20
	Legal Tender. Bronze and gold.....	Med., Int. Dec.	July 25	Nov. 20
D	Bronze Goldsmith. Mars orange.....	Med., Int. Dec.	July 28	Nov. 25
	Yolanda. Light orange bronze.....	Med., S. Anem.	July 28	Nov. 25
D	Bronze Supreme. Light bronze.....	Med., L. Anem.	Aug. 2	Dec. 10

DALLAS MUMS FOR 1950

POMPONS, SINGLE AND ANEMONES

PINK

	<i>Name and Description</i>	<i>Size and Type</i>	<i>Pinching</i>	
			<i>Date</i>	<i>Matures</i>
S	Jewell. Lavender.....	Med., S. Pom.	July 8	Oct. 15
S	Dark Pink Jewell. Deep lavender.....	Med., S. Pom.	July 8	Oct. 15
S	Capt. Cook. Deep rose pink.....	Tall, Int. Pom.	July 12	Oct. 23
S	Jessie. Light lavender.....	Med., Int. Pom.	July 12	Oct. 25
S	Pink Dot. Light pink.....	Med., Int. Pom.	July 12	Oct. 25
S	October Pink. Light lavender.....	Med., Int. Sgl.	July 16	Oct. 28
SD	Lillian Doty. Light rose pink.....	Med., L. Pom.	July 16	Nov. 1
SPD	Thyra. Lavender.....	Med., L. Pom.	July 19	Nov. 10
SPD	Queen of Pinks. Lavender.....	L. Pom.	July 19	Nov. 10
SPD	Masterpiece. Tourmaline pink.....	Med., Int. Pom.	July 22	Nov. 15
	Orchid Beauty. Orchid golden cushion.....	Med., Int. Anem.	July 22	Nov. 15
SD	Freida. Light lavender, Yellow cus.....	Med., L. Anem.	July 22	Nov. 15
	Hasegawa Pink.....	Med., Int. Pom.	July 28	Nov. 25
	Usona. Lavender.....	Med., Sgl.	July 28	Nov. 25
PD	Beautiful Lady. Deep lavender.....	Short, L. Anem.	July 28	Nov. 25
D	Valencia. Orchid Pink.....	Tall, L. Sgl.	July 28	Nov. 28
D	Dark Pink Valencia. Orchid pink.....	Tall, Int. Sgl.	July 28	Nov. 28
D	Enchantress. Deep pink.....	Med., L. Anem.	Aug. 1	Dec. 5
D	Dark Pink Supreme. Lavender.....	Med., L. Anem.	Aug. 2	Dec. 10
	Pink Treasure Island. Light lav.....	Med., Int. Dec.	Aug. 7	Dec. 20

WHITE

	<i>Name and Description</i>	<i>Size and Type</i>	<i>Pinching</i>	
			<i>Date</i>	<i>Matures</i>
SD	Silver Ball.....	Med., L. Pom.	July 8	Oct. 15
S	Irene. White button.....	Short, S. Pom.	July 8	Oct. 15
S	Arcadia.....	Med., Int. Pom.	July 16	Oct. 28
SD	Sea Gull. Cream white.....	Tall, Int. Pom.	July 16	Nov. 1
SD	White Doty. Ivory white.....	Med., L. Pom.	July 16	Nov. 1
D	White Anemone.....	Tall, Int. Anem.	July 19	Nov. 5
SD	White Mensa. Ivory white.....	Med., Int. Sgl.	July 20	Nov. 10
SPD	Little America.....	Med., Int. Anem.	July 19	Nov. 10
SPD	Richard Mandel.....	L. Pom.	July 19	Nov. 10
	Priscilla.....	Int. Pom.	July 24	Nov. 23
P	Cordova. Cream white.....	Med., Int. Dec.	July 28	Nov. 30
D	White Supreme.....	Med., L. Anem.	Aug. 2	Dec. 10
	Garza Supreme.....	Short, L. Anem.	Aug. 7	Dec. 15
	Snow. Ivory white.....	Med. Int. Pom.	Aug. 7	Dec. 30
	Revelation.....	Med. Int. Pom.	Aug. 10	Dec. 30

BE WISE. ECONOMIZE WITH DALLAS MUMS.

LARGE FLOWERING COMMERCIAL VARIETIES

Note

S—Indicates varieties most suitable for shading.

P—Indicates varieties suitable for Pot Plants.

WHITE

	<i>Name and Description</i>	<i>Size and Type</i>	<i>Pinching Date</i>	<i>Matures</i>
	Smith's Early White.....	Int. Semi-Inc.	July 4	Oct. 5
S	Silver Sheen.....	Int. Inc.	July 12	Oct. 20
	Ambassador. Cream white.....	L. Inc.	July 12	Oct. 23
S	Albatross	L. Inc.	July 16	Nov. 1
S	Betsy Ross. Ivory white.....	L. Inc.	July 16	Nov. 1
	William Turner. White.....	L. Inc.	July 19	Nov. 5
S	Indianapolis White.....	Int. Inc.	July 19	Nov. 8
	Monument. Ivory white.....	L. Inc.	July 22	Nov. 15
SP	Marketeer	Int. Semi-Inc.	July 25	Nov. 18
S	Mefo. Ivory white.....	L. Inc.	July 25	Nov. 20
	Chattanooga	L. Inc.	July 28	Nov. 25
	White Mistletoe.....	Int. Inc.	Aug. 2	Dec. 10
P	Smith's Late White. Ivory white.....	Int. Semi-Inc.	Aug. 4	Dec. 15

PINK

	<i>Name and Description</i>	<i>Size and Type</i>	<i>Pinching Date</i>	<i>Matures</i>
S	Pink Chief. Lavender.....	Int. Inc.	July 8	Oct. 15
SP	Justrite. Light rose pink.....	S. Inc.	July 8	Oct. 15
	Major Ed. Bowes. Deep lavender.....	Int. Inc.	July 12	Oct. 20
S	Indianapolis Pink. Deep lavender.....	Int. Inc.	July 19	Nov. 8
S	Dark Pink Orchid Queen. Mauve pink.....	L. Inc.	July 19	Nov. 10
	(\$6.00 per 100)			
P	Helen Frick. Rose pink.....	Int. Inc.	July 28	Nov. 23
	Edwin Seidwitz. Lavender.....	Int. Inc.	July 28	Nov. 25

Order Early ... Order Early ... Order Early

LARGE FLOWERING COMMERCIAL VARIETIES

YELLOW

<i>Name and Description</i>		<i>Size and Type</i>	<i>Pinching Date</i>	<i>Matures</i>
P	Gold Lode. Light golden yellow.....	Int. Ref.	July 4	Oct. 5
SP	Mrs. H. E. Kidder. Deep lemon yel.....	L. Inc.	July 12	Oct. 20
	Yellow Ambassador. Light lemon yel.....	L. Inc.	July 12	Oct. 23
SP	Blazing Gold. Deep golden yellow.....	Int. Inc.	July 12	Oct. 25
S	Sunglow. Golden yellow.....	L. Inc.	July 12	Oct. 25
S	Good News. Deep lemon yellow.....	Int. Inc.	July 16	Nov. 1
	Yellow Turner. Light yellow.....	L. Inc.	July 19	Nov. 5
S	Indianapolis Yellow. Lemon yellow.....	Int. Inc.	July 19	Nov. 8
P	Cardonia. Deep golden yellow.....	Int. Inc.	July 19	Nov. 10
P	Imp. Honey Dew. Lemon yellow.....	Int. Inc.	July 22	Nov. 15
	Yellow Monument. Light lemon yel.....	L. Inc.	July 22	Nov. 15
S	Yellow Mefo. Lemon yellow.....	L. Inc.	July 25	Nov. 20
P	Friendly Rival. Deep chrome yellow.....	L. Inc.	July 25	Nov. 23
	Marie DePetris. Deep golden yellow.....	L. Inc.	July 25	Nov. 23
P	Sungold. Lemon yellow.....	Int. Semi-Inc.	July 28	Nov. 25
S	Golden Pearson. Light golden yellow.....	Int. Inc.	July 28	Nov. 25
	Improved Yellow Chattanooga.....	L. Inc.	July 28	Nov. 25
	Golden Mrs. Ross. Golden yellow.....	L. Inc.	July 31	Dec. 3
P	Improved Tobin's Late Yellow.....	Int. Semi-Inc.	Aug. 4	Dec. 15

BRONZE AND RED

<i>Name and Description</i>		<i>Size and Type</i>	<i>Pinching Date</i>	<i>Matures</i>
S	Indianola. Light reddish bronze.....	Int. Semi-Inc.	July 8	Oct. 15
S	Hilda Bergen. Dark reddish bronze.....	S. Inc.	July 8	Oct. 20
S	Detroit News. Reddish bronze.....	Int. Inc.	July 16	Nov. 1
S	Indianapolis Bronze. Buff bronze.....	Int. Inc.	July 19	Nov. 8
S	Mrs. Roy. Crimson.....	Int. Inc.	July 24	Nov. 15
	Garnet King. Dark red.....	Int. Ref.	July 25	Nov. 18
	Bronze Frick. Light bronze.....	Int. Inc.	July 28	Nov. 25
	Gladys Pearson. Light buff bronze.....	Int. Inc.	July 28	Nov. 25
	Oak Leaf. Reddish bronze.....	Int. Inc.	July 28	Nov. 25
	Bronze Mistletoe.....	Int. Inc.	Aug. 2	Dec. 10

BUY DALLAS MUMS

**PLACE
YOUR
ORDER
EARLY**